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11 Attorneys for Plaintiff
12 James R. Glidewell Dental Ceramics, Inc.
13 d/b/a Glidewell Laboratories

14 UNITED STATES DISTRICT COURT
15 CENTRAL DISTRICT OF CALIFORNIA
16 SOUTHERN DIVISION

17 JAMES R. GLIDEWELL DENTAL
18 CERAMICS, INC.,

19 Plaintiff,

20 vs.

21 KEATING DENTAL ARTS, INC.,

22 Defendant.

Case No. SACV11-01309-DOC(ANx)

**DECLARATION OF SCOTT
BIGLER IN SUPPORT OF JAMES R.
GLIDEWELL DENTAL CERAMICS,
INC.'S REPLIES IN SUPPORT OF
ITS MOTIONS FOR SUMMARY
JUDGMENT**

Hearing

Date: December 17, 2012

Time: 8:30 a.m.

Ctrm: 9D, Hon. David O. Carter

Pre-Trial Conf.: January 28, 2013

Jury Trial: February 26, 2013

23 AND RELATED
24 COUNTERCLAIMS.

Stell & Wilmer

DECLARATION OF SCOTT BIGLER
 IN SUPPORT OF PETITION FOR
 WRIT OF HABEAS CORPUS

1 I, Scott Bigler, declare as follows:

2 1. I am the President of Bigler Dental Ceramics ("Bigler") and have held
 3 this position for 20 years. Unless otherwise stated, I have personal and firsthand
 4 knowledge of the facts set forth in this declaration, and I could and would testify
 5 competently to such facts if called as a witness.

6 2. I understand that Keating Dental Arts, Inc. contends that Bigler's
 7 website refers to "BruxZir" as a generic term for a type of crown. This is incorrect.
 8 The description of BruxZir Solid Zirconia crowns refers to a specific brand of
 9 crown, i.e., BruxZir brand full contour zirconia crowns. This is further
 10 demonstrated by the graphic in our company website that depicts High-Strength
 11 Crown Options. There, the ® symbol is appended to "BruxZir." As I understand
 12 the term, "BruxZir" does not refer to a type of crown, but rather to a particular
 13 brand of full contour zirconia crown available only from Glidewell and other dental
 14 laboratories authorized by Glidewell to offer genuine BruxZir brand product.

15 I declare under the penalty of perjury under the laws of the United States of
 16 America that the foregoing is true and correct, and that this declaration was
 17 executed on November 30, 2012, at Tustin, California.

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 19 Scott Bigler
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Glidewell Laboratories v. Keating Dental Arts, Inc.
United States District Court, Central, Case No. SACV11-01309-DOC (ANx)

CERTIFICATE OF SERVICE

I hereby certify that on December 3, 2012, I electronically filed the document described as **DECLARATION OF SCOTT BIGLER IN SUPPORT OF JAMES R. GLIDEWELL DENTAL CERAMICS, INC.'S MOTIONS FOR SUMMARY JUDGMENT** with the Clerk of the Court using the CM/ECF System which will send notification of such filing to the following:

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Dated: December 3, 2012

SNELL & WILMER L.L.P.

By: s/Philip J. Graves
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